

NOV 29 2010

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)283-8300.

Date: 11/29/10By: Andrew W. Spicer

Andrew W. Spicer

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick et al.

Conf. No.: 5480 : Group Art Unit: 2481
Appln. No.: 10/006,874 : Examiner: NGUYEN, Huy Thanh
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10
Title: Alternative advertising in prerecorded media

PETITION FOR EXTENSION OF TIME UNDER 37 C.F.R. §1.136(a)

Applicant(s) in the above-identified application hereby petition(s) for a one-month extension of time to and including November 29, 2010 (November 27, 2010 being a Saturday), for responding to the Final Office Action mailed May 27, 2010. A petition for a two-month extension of time to and including October 27, 2010 was filed with the Response to Final Rejection on October 27, 2010. A Request for Pre-Appeal Conference and Notice of Appeal in response to the Final Office Action accompanies this Petition.

- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 504670 as noted below.
- ☒ Extension fee in the amount of \$620.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Date: 11/29/10

Andrew W. Spicer
Andrew W. Spicer
Registration No. 57,420
Carlineo, Spicer & Kee, LLC
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720
Customer No.: 81712

11/30/2010 HMARZ11 00000058 504670 10006874
01 FC:1253 620.00 DA

- 1 -

NOV 29 2010

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)283-8300.

Date: 11/29/10By: Andrew W. Spicer
Andrew W. SpicerIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick et al.

Conf. No.: 5480 : Group Art Unit: 2481
Appln. No.: 10/006,874 : Examiner: NGUYEN, Huy Thanh
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10
Title: Alternative advertising in prerecorded media

PETITION FOR EXTENSION OF TIME UNDER 37 C.F.R. §1.136(a)

Applicant(s) in the above-identified application hereby petition(s) for a one-month extension of time to and including November 29, 2010 (November 27, 2010 being a Saturday), for responding to the Final Office Action mailed May 27, 2010. A petition for a two-month extension of time to and including October 27, 2010 was filed with the Response to Final Rejection on October 27, 2010. A Request for Pre-Appeal Conference and Notice of Appeal in response to the Final Office Action accompanies this Petition.

- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 504670 as noted below.
- ☒ Extension fee in the amount of \$620.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Date: 11/29/10

Andrew W. Spicer
Andrew W. Spicer
Registration No. 57,420
Carlineo, Spicer & Kee, LLC
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720
Customer No.: 81712

- 1 -